

response to the answers provided by the user, the system is configured to determine a user's optimal asset allocation.

Assets that comprise the optimal asset allocation may be selected by the user for inclusion in one or more portfolios through the process of profile-based portfolio construction.

5 Through the system, users also have the option of creating self-directed portfolios without using the optimal asset allocation recommendations returned by the system. Alternatively, users may use a combination of recommendations returned from the system in combination with self-directed decisions to generate portfolios. Through links provided to the system from existing trading systems (e.g., an affiliated financial institution), financial assets may be purchased for inclusion in a portfolio or sold for removal from a portfolio. Financial assets may also be transferred between portfolios or into a portfolio or portfolios from an outside account.

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graphical and textual representations of a selected portfolio or watch list. Preferably, the tool also provides a graphical and textual representation of a benchmark portfolio, which may be the recommended asset allocation generated by the asset allocation tool.

In order to assist a user in automating the monitoring and maintenance of 5 portfolios and watch lists, the system provides an alarm structure to alert users to specific market conditions. Users provide parameters to the system regarding the market conditions that activate the alert. For example, a user may instruct the system to issue an alert when shares of Microsoft Corp. rise above \$100.00. Functionality is provided to generate new alerts, modify existing alerts, delete alerts, and deactivate existing alerts while not deleting them from the system.

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When market conditions specified by the user are present, the system generates an alert that may be transferred by any variety of means including over the telephone via text-to-speech technology as is well known to those skilled in the art, via electronic mail systems, or the Web. The user receives the alert and may take appropriate action in light of the existing market conditions. The system may also prompt the user to reset the alert and provide new market parameters for reactivating the alert.

BRIEF DESCRIPTION OF THE DRAWINGS

The invention is illustrated in the figures of the accompanying drawings which are meant to be exemplary and not limiting, in which like references are intended to refer to like or corresponding parts, and in which:

20 Fig. 1 is a block diagram presenting hardware and software components of a system for integrated investment portfolio management, according to one embodiment of the present invention;

Fig. 2 is a conceptual drawing of the interaction between different modules of the system for integrated investment portfolio management, according to one embodiment of the present invention;

Fig. 3 is a screen diagram of an investor profile tool provided by the system for 5 integrated investment portfolio management, according to one embodiment of the present invention;

Fig. 4 is a screen diagram of an asset allocation tool provided by the system for integrated investment portfolio management, according to one embodiment of the present invention;

Fig. 5 is a screen diagram of a portfolio construction tool provided by the system for 10 integrated investment portfolio management, according to one embodiment of the present invention;

Fig. 6 is a screen diagram of a portfolio management and monitoring tool provided by the system for integrated investment portfolio management, according to one 15 embodiment of the present invention;

Fig. 7 is a process model comprising the processes executed by the system for integrated investment portfolio management, according to one embodiment of the present invention; and

Fig. 8 is a process model comprising the continuation of the processes executed 20 by the system for integrated investment portfolio management, according to one embodiment of the present invention.